

Message Text

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PAGE 01 TEL AV 03287 291210Z

44

ACTION EB-07

INFO OCT-01 NEA-10 ISO-00 SS-15 /033 W

----- 105683

R 291052Z MAY 75

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC 6862

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EB FOR DEPUTY ASST. SECRETARY BILLER

E.O. 11652: DECLASSIFY UPON RECEIPT

TAGS: BEXP, IS

SUBJ: PROPOSAL FOR MINI TRADE CENTER AT TEL AVIV

REF: TEL AVIV 3286

1. I WISH TO DRAW ATTENTION OF APPROPRIATE SENIOR LEVELS OF DEPARTMENT TO TEL AVIV 3286, RECOMMENDING THAT \$15,000 "SURPLUS" FUNDS FROM TECHNO '75 BUDGET BE REALLOCATED FOR PURCHASE OF DISPLAY BOOTH SYSTEM IN ORDER THAT WE MAY MOUNT MINI TRADE CENTER HERE IN EXISTING USIS FACILITIES.

2. TO SAY THAT TECHNO'75 WAS FINANCED ON A SHOESTRING WOULD BE A GROSS EXAGGERATION OF THE FUNDS THAT WERE AVAILABLE TO THE POST. THROUGH THE COOPERATION OF ALL CONCERNED, COMMERCE WAS ABLE TO MAKE AVAILABLE A TOTAL OF \$10,000. DUE TO THE MOST SUCCESSFUL MANAGEMENT BY COMMERCIAL ATTACHE LEE COLLINS AND HIS STAFF

, WE MOUNTED A VERY EFFECTIVE EXHIBIT WHICH WAS COMPLETELY WORTHY OF THE FLAG. THIS WAS A REMARKABLE ACHIEVEMENT IN ITSELF; AND WE ENDED UP WITH \$15,000 SURPLUS* (ORIGINAL \$10,000 IN USG FUNDS, PLUS \$5,000 IN EXHIBITORS FEES.)

3. WE HAVE BEEN AND ARE DOING OUR BEST TO IMPLEMENT AND EFFECTIVE COMMERCIAL PROGRAM HERE WITHIN EXTREMELY STRINGENT FUNDING LIMITATIONS--THE REASONS FOR WHICH WE RECOGNIZE. IN PART, AS A RESPONSE TO FUNDING PROBLEMS WE FORESAW IN THE FUTURE,
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WE CONCEIVED THE MINI TRADE CENTER IDEA. BASED ON

INFORMATION MADE AVAILABLE UNOFFICIALLY FROM COMMERCE, WE UNDERSTAND THAT FOR BETWEEN \$10,000-\$15,000 WE COULD FUND PURCHASE OF THE BOOTH SYSTEM.

4. AS I NOTED ABOVE, THANKS TO EFFECTIVE MANAGEMENT OF TECHNO '75, THESE FUNDS NOW ARE AVAILABLE. FRANKLY, UNLESS WE HAVE SOMETHING LIKE MINI TRADE SHOWS, OUR TRADE PROMOTION ACTIVITIES IN ISRAEL WILL BE ADVERSELY AFFECTED. IN FACT, WE WILL HAVE MINIMAL COMMERCIAL PROGRAM ACTIVITY SINCE ALL OF OUR TRADE PROMOTION EVENT PROPOSALS FOR FY 76-76 IN OUR CCP WERE REJECTED FOR LACK OF FUNDS.

5. IN VIEW OF ALL FACTORS OF THIS SITUATION, WE HOPE DEPT CAN SUPPORT OUR REQUEST FOR QUICK FAVORABLE AFFIRMATIVE RESPONSE SO ACTION CAN BE INITIATED TO OBLIGATE FUNDS FOR PURCHASE OF REQUIRED MATERIALS PRIOR TO JUNE 30.
VELIOTES

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